



**Round House Focus Group
Accomplishments
Feb 2010 to present**

Focus Group Accomplishments Feb. 2010 through February 2016

Changed Round House Name (name contest) to be more appealing to all
Gave Round House a Logo (contest)
Reached out to Community Members with Au Authm ads, articles, and Community Events
Helped make Round House parking available thru Two Waters parking policy
Community Evening Meals
Invited Community Food Vendors to sell in Round House
Periodic Native guest chefs
Signage: Building, doors, road
More portioned salads, better variety (very first feedback item on Feb. 2010 agenda)
Introduced small containers for to go salads
Evaluated sales of and eliminated salad bar as being counter-productive to reducing subsidy
Outdoor picnics, BBQs
Sugar Free Lemonade
Booster Seats and High Chairs
Changing Stations in bathrooms
Return of handmade tortillas and breakfast burros (stovetop Kamal)
Lounge area w/furniture, satellite TV
Portable sound system, speaker, podium
Permanent sound system w/daily music
Seniors 10% Friday Discount
Hosted many department meetings in Round House
Round House frequent diners rewards cards
Round House beverage frequency cards
Digital signage in Round House w/daily promos of Round House offerings
Fresh-baked subs available daily at the Deli
Daily informational e-mails and individual sign-ups – pictures in e-mails of menu items
Salsa Contest
Chili Contest (now annual in September)
Marketing events (Super Bowl, Football Fridays, Customer Appreciation Lucky Break contests)
Station identities (names and logos/signs for each station)
Lipton Iced Tea
Improved support from Department Directors (encouraged by Mr. Meyers)
Chompie's Bagels
WellPath and wellness recipe efforts (sugar-free desserts, MTO salads, ongoing...)
Responsibility of cleaning for outdoor tables
Coupons in newspaper only
Phone ahead ordering
Tortillas sold by the dozen/half dozen
Chemicals to reduce sewer and refuse smells
Prices and regular daily menu posted at website links

Printed menus available: To go, Catering, etc.
Bowl pricing for soups
Ice Cream Socials (periodic IC events with Cold Stone and Sub Zero)
Half-portions available
Advertising in other papers (Scottsdale Community)
Selling Balloons
Bulletin Board installation
Re-worked customer waiting lines at the Grill
Free birthday lunches
Water filtration for soda machine
Recipes of the Week – then published into Round House cook book, earning money for SR Children
Lunch & Learn classes
Moved ATM Machine closer to Round House (near Bldg B)
Children's items including "junior burgers", chicken strips
WellPath "Choose My Plate" Punch Card challenge
Periodic "Ask the Chef" column in Au Authm News
Fresh Made Chumuth and Frybread daily
Improved dessert selections (not just "grandma/hospital" desserts such as Jell-O, Pudding)
Printed and on-line catering menu and specific marketing to Catering Buyers
Outside marketing to Retirement Villages (trailer parks) on Community and Scottsdale homes
Brought back Fresh-Brewed Iced Tea and Fountain Flavored Iced Tea
Pumpkin Carving Contest
10% reciprocal discount – Round House receipt at museum and vice versa
Cover/tray for morning pastries to discourage flies
Better selection of low-fat salad dressings
Developed INTERNET storage site for Round House promotions, flyers and information
Visited Desert Rain Round House in Sells, AZ for ideas and market research
Addressed manufacturing issue with leaking paper cups
Introduced Naked Brand juices
Better display/merchandising of condiments, sugar, Splenda, etc.
Make Fruit Smoothies at coffee station for customers
Switched to Starbucks Brand Coffee from Java City
Periodic under 500 Calorie menu items
Pre-packaged protein shakes (Muscle Milk, etc)
Steak & Eggs periodically for breakfast
Expanded "hot sauce" option, to include Sriracha, Tapatio, etc.
Partnered with China Mist for fresh-brewed teas, including branding of "TS Prickly Pear"
Replaced Sobe Lean at fountain
Hosted a couple of "Turkey Shoots" in the Round House for Thanksgiving
Replaced cartons of milk (not selling) with just the plastic bottles
Adjusted potato offerings for both breakfast/lunch (had way too many options)
Staff training/corrections on food sanitation and safety
Focus Group meetings at Spring Training Facility
More nutritional information/links on the Round House website for advertised specials
Deep Fried "appetizer" of the week – zucchini, pickles, cheese bites, jalapeno cheddar, etc.
Coordination of periodic guest chefs during promotions
Logo shirts and hats for day labor workers – some used as contest prizes
Packaged pounds of tepary beans and wheat at the registers

Sample Cups for daily specials at all stations
Pizza from once a week; to twice a week; to Tues-Wed-Thurs
“We need help NOW” buzzers/doorbells at cashier stations installed
BETTER SALSA – new recipe introduced Jan 2016
Marketed “recycling” posters near recycle bins in the Round House; Also in every NEO training
Have found and used several websites for additional nutritional information
Added Healthy Suggestion in every daily email
Eliminated “frequent diner” punch cards to help lower subsidy, particularly food cost
PLEASE STILL HAVE frequency card promos from time to time...!!!
Replaced tongs at salad bar with spoons/scoops for certain items
Replaced fiberboard cups & containers w/foam after consult w/Landfill; Breeze Recycle Training
Utilize paper/plastic container liners in food containers to help reduce “heat through”
“Fresh Eyes” account visits from ARAMARK corporate and outside auditors
“Salad of the Week” at salad bar with recipe; special items rotated in/out per recipe
Power Ade as a fountain drink
Moved some trays inside the serving area for easier access; near soups and salad bar
Purchased more trays
Moved condiments “inside” the Round House instead of in seating area; Moved foam cups to
middle island - Too crowded around soda machine (moved cups to help alleviate congestion)
Rearranged Round House seating area floor plan several times to current arrangement
Tall “two-top” tables/chairs; suggestion was for “bar counter” along outside wall
“Community” Foods – Squash & Beans, Three Sisters, Poshol, Posole, Menudo, Bone Stew
Hinged lids on the Recycle Bins
Pretzel rolls for burgers at the grill
Taco Salad and Nachos available daily at the grill
Apple TV Digital Marketing Screen inside the Round House serving area
Set Fruit Smoothie process and pricing
Dark Chocolate Bars AND non-chocolate candy for retail sales (i.e., gummy bears, etc.)
New food warmers (bottom up) for grill and pizza area; new pans for improved presentation
Partnered with Community Relations & Public Works to “re-do” Sun Room Makeover
New taller napkin/Plasticware dispensers
Community Vendor Arts & Crafts Fair for Holidays and Mother’s Day
CREW NAME TAGS
Hatch Chili Festival Week!
Waffle Wednesdays
“All sides” available to incorporate into combo pricing (i.e., side salad)
Round House email – send an afternoon “Tomorrow in the Round House” version
“Customer’s Always Right” Button on the register – no more arguments...

ONGOING CONCERNS: hygiene, cleanliness, customer service, smiles, pricing consistency,
More nutritional info, portioning consistency

Dozens of menu items suggested and tried:

Sweet potato fries, Soy Milk, Power Drinks, Fresh-made daily sub rolls, Gluten-free items, Rez Dogs, Implement new grill concepts, including value burger and smaller Angus burger, Buck a Bone Baby Back Ribs, improved Cole slaw recipe, rolls available daily near soups, Salmon BLTs, more marshmallow in Rice Krispie Treats; Steamed veggies; brown rice option; low-carb buns; Holiday menu themes, i.e., Thanksgiving, Easter, St. Patrick's, Chinese New Year; Anything "hot", i.e., Tikka Masala; String Cheese at Grab 'n Go; Hummus cups; Honey Mustard Chicken Salad; ZOCA; Pork Steak w/Green Chilies and Chumuth; Pitted Beef; Sugar Free Whipped Cream; Buffalo Chicken Salad; Outdoor "hot dog bar", Fruit Punch; PIADAS – Mediterranean; Personal Pan Pizzas; More Mexican – Carne Asada, etc.; Oktoberfest; Chopsticks; Road Trip America; Greek Yogurt; Spicy Hot V-8; Lemon Bars, etc.; Cooked Quinoa; Peruvian Menu;

Promotions/contest/events calendar:

Father's Day, Mother's Day, Free Throw Contest, Home Run Derby, Coyotes and Suns Tickets, Fall for Football, D'backs Dog Days of Summer, Sun Splash Tickets, Watermelon Eating Contest, Memorial Day Kick-off BBQ, Fastest Pitch Contest for Fall Overhaul, Turkey Shoot on the Round House big screen; State Fair Ticket contest; Thanksgiving Community Meal; Tamale Contest, Annual Chili Contest, Native American Days coordination with CDD; Earth Day coordination with CDD; Employee Holiday meals during Talking stick event; NCAA football bowl championship; Super Bowl; Team Puzzle Challenge; Fat Tuesday N'Awlins; Paczki Day; Valentine's Day; Ag (and other) Lease Payouts; Round House Annual Birthday in April; Stuff the Bin to Win Holiday Prize giveaway; Cinco de Mayo annually; Zoolights; Halloween Gift Basket; Wells Fargo Benefits; Disability Summit; Admin Professionals' Day; SRPMIC Community Day meal and activities; OSHA training; Phoenix Suns' and Mercury activities; Pop with a Cop; Round House Quarterly Lunch & Learns; Suicide Prevention; Root Beer Float Sale; Noah Webster Schools; Flu Shots; Breast Cancer Pink Out; Child Find; Diabetes Awareness; Healthy Lunch Day; T-Mobile Benefits; ECS National GIS Day; Museum Silent Auction;

ONGOING DEPARTMENT SUPPORT: bake sales, events, IT Genie Bar; Annual Employee Benefits' Fair (Nov); School Supply Drive; Domestic Violence Awareness; ECEC information tables; SRFSI tables; WellPath Basketball Tournament

OTHER IDEAS: Some Pending, others tried or could not implement

- Good driving certificates – liability issues, PD decided not to do
- Recycle containers for hot food – cost prohibitive; exhaustive search
- Open earlier – 6 am – so folks could purchase "on way" to work, i.e., schools (logistical)
- Stay open later for snacks, coffee, afternoon pick me ups (logistical)
- Facebook and/or Twitter page/account - PENDING
- SUSHI DAY - imminent
- Off-site deliveries (several logistical issues – insurance, vehicle, staffing/driver)
- Considered "chits" for grill service – written orders – finally decided against
- Get quotes for new, longer, bigger Salad Bar - PENDING
- New Espresso Machine - PENDING
- Sheet of Barcodes for cashiers - PENDING